

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q01 Which store or shop do you normally buy your household's main food and grocery shopping?																				
Aldi, Eastover, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Exeter Road, Honiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Creechbarrow Road, Taunton	0.6%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	2	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, East Quay, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Preston Road, Yeovil	9.5%	95	26.1%	62	0.0%	0	0.6%	1	23.3%	20	6.1%	4	0.0%	0	1.0%	1	9.4%	9	0.0%	0
Asda, Station Road, Gillingham	1.8%	18	0.0%	0	10.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Fore Street, Castle Cary	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fore Street, Chard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Knapp, Merriot, Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Lodbourne Green Parade, Gillingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Montacute Road, Stoke-Sub-Hamdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mudford Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mudford Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sea Road North, Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Co-op, St James Street, South Petherton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stiby Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Martock Centre, North Street, Martock	0.7%	7	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Cornhill, Ilminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trinity Square, Wadham, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Westbridge Park, Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Farmfoods, Sherborne Road, Yeovil	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boden Street, Chard	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	19.5%	16	2.8%	2	0.0%	0	0.0%	0
Lidl, Castle Street, Taunton	0.4%	4	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gravenchon Way, Street	2.1%	21	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	16
Lidl, Lyde Road, Yeovil	3.1%	31	8.2%	19	0.0%	0	0.0%	0	2.1%	2	0.0%	0	5.1%	4	1.5%	1	4.4%	4	0.0%	0
Lidl, Newbury,.Gillingham	1.3%	13	0.0%	0	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Southgate Road,	2.5%	25	0.0%	0	12.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.6%	1

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Wincanton																				
Lidl, St Andrews Road, Bridport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0
Lidl, The George Shopping Centre, Crewkerne	1.7%	18	0.0%	0	0.0%	0	0.6%	1	17.0%	15	1.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Lidl, The Grove, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Lidl, West Henford, Yeovil	2.0%	20	3.4%	8	0.0%	0	1.2%	1	2.7%	2	0.9%	1	0.0%	0	9.3%	6	1.8%	2	0.0%	0
Marks & Spencer, Middle Street, Foodhall, Yeovil	0.8%	8	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Lysander Road, Yeovil	5.6%	56	13.5%	32	0.5%	1	2.5%	2	8.1%	7	3.9%	2	0.0%	0	5.4%	4	8.6%	8	0.0%	0
Morrisons, Priory Bridge Road, Taunton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	6.1%	61	0.2%	1	33.1%	55	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
Morrisons, Street, Road, Glastonbury	0.9%	10	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6
Morrisons, West Bay Road, Bridport	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	21.0%	14	0.0%	0	0.0%	0
Sainsbury's, Billet Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gravenchon Way, Street	4.9%	49	0.0%	0	0.9%	2	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	40
Sainsbury's, Hankridge Farm, Hankridge Way, Taunton	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.0%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Holyrood Street, Chard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ludborne Road, Sherborne	4.8%	48	1.5%	3	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	2.6%	2	39.7%	37	0.0%	0
Sainsbury's, Wessex Fields, Frome	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cavalier Way, Yeovil	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ilchester Road, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	9.6%	96	27.7%	65	1.5%	3	16.5%	15	2.7%	2	0.7%	0	0.0%	0	6.6%	4	6.8%	6	0.0%	0
Tesco Metro, North Road, Langport	3.0%	30	1.1%	3	0.0%	0	23.3%	21	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Street, Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	1.8%	18	0.0%	0	10.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Harbour Road, Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0

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Tesco, Shand Park, West Street, Axminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Shudrick Lane, Ilminster	3.3%	33	0.0%	0	0.0%	0	0.0%	0	9.5%	8	37.5%	24	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Tapstone Road, Chard	5.3%	53	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.2%	6	54.0%	45	2.8%	2	0.0%	0	0.0%	0
Tesco, Townsend Shopping Park, Townsend, Shepton Mallet	3.0%	30	0.3%	1	9.4%	16	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13
Tesco, Weymouth Avenue, Dorchester	0.4%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.9%	1	0.0%	0
Tesco, Wirral Park Road, Glastonbury	3.7%	37	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	32
Waitrose, Chantry Fields (Le Neubourg Way), Gillingham	1.7%	17	0.2%	1	9.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheap Street, Sherborne	1.1%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.1%	9	0.0%	0
Waitrose, South Street, Crewkerne	2.7%	27	0.5%	1	0.0%	0	0.6%	1	14.5%	12	7.6%	5	1.1%	1	10.5%	7	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Waitrose, West Street, Bridport	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0
Waitrose, Whiting Way, Wells	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Local shops, Castle Cary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Ilminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Local shops, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yeovil	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Aldi, Hither Green Industrial Estate, Clevedon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Iceland, Trinity Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Bruton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cattistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Lopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Petherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Taunton Farmers Market, High Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williams, Brunel Close, Somerton	0.6%	6	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.5%	35	7.7%	18	0.5%	1	6.1%	6	2.9%	2	0.6%	0	1.2%	1	0.8%	1	1.8%	2	3.5%	4

by Zone (Weighted)  
Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't know / varies)	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q02 Apart from (STORE MENTIONED AT Q01), are there any other stores or shops that you regularly buy your main food and grocery shopping from?</b>										
Aldi, Exeter Road, Honiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Shepton Mallet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Caxton Road, Highbridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Creechbarrow Road, Taunton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil	4.7%	47	10.9%	26	0.9%	2	6.5%	6	10.1%	9
Asda, Station Road, Gillingham	1.1%	11	0.0%	0	6.4%	11	0.0%	0	0.0%	0
Co-op, Fore Street, Chard	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knapp, Merriot, Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodbourne Green Parade, Gillingham	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Co-op, Montacute Road, Stoke-Sub-Hamdon	1.1%	11	0.0%	0	0.0%	0	5.9%	5	7.1%	6
Co-op, Sea Road North, Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St James Street, South Petherton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Co-op, St. Michaels Avenue, Yeovil	0.5%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Stiby Road, Yeovil	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Martock Centre, North Street, Martock	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op, The Square, Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Cornhill, Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Trinity Square, Wadham, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westbridge Park, Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sherborne Road, Yeovil	0.6%	6	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Angel Place Shopping Centre, Bridgwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Quedam Shopping Centre, Yeovil	0.7%	7	1.1%	3	0.0%	0	0.0%	0	3.1%	3
Lidl, Boden Street, Chard	2.0%	20	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Lidl, Garsdale Road, Frome	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9									
Lidl, Gravenchon Way, Street	2.1%	21	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	20
Lidl, Heathpark Service Station, Honiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	3.1%	31	8.3%	20	0.0%	0	2.9%	3	1.4%	1	1.5%	1	0.0%	0	1.8%	1	5.6%	5	0.0%	0
Lidl, Newbury, Gillingham	1.4%	14	0.0%	0	7.9%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Southgate Road, Wincanton	1.7%	17	0.2%	1	8.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Lidl, St Andrews Road, Bridport	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	12	0.0%	0	0.0%	0
Lidl, Strawberry Way South, Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, The George Shopping Centre, Crewkerne	1.0%	10	0.0%	0	0.0%	0	0.6%	1	8.8%	8	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Lidl, The Grove, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, West Henford, Yeovil	1.4%	14	3.4%	8	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	2.0%	1	3.8%	4	0.0%	0
Marks & Spencer, Middle Street, Foodhall, Yeovil	1.4%	14	3.8%	9	0.5%	1	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Morrisons, Lysander Road, Yeovil	4.4%	44	12.8%	30	0.6%	1	4.1%	4	4.0%	3	1.5%	1	0.5%	0	3.8%	3	1.8%	2	0.0%	0
Morrisons, Priory Bridge Road, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	3.8%	38	0.0%	0	19.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0
Morrisons, Street, Road, Glastonbury	1.4%	14	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11
Morrisons, West Bay Road, Bridport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Sainsbury's, Billet Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gravenchon Way, Street	1.5%	15	0.0%	0	0.0%	0	4.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10
Sainsbury's, Hankridge Farm, Hankridge Way, Taunton	0.8%	8	0.2%	1	0.0%	0	1.8%	2	0.0%	0	9.1%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Holyrood Street, Chard	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	12.2%	10	1.8%	1	0.0%	0	0.0%	0
Sainsbury's, Ludborne Road, Sherborne	3.7%	37	1.4%	3	10.2%	17	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	1	15.9%	15	0.0%	0
Tesco Express, Cavalier Way, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Forum, Abbey Manor Park, Yeovil	0.6%	6	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	6.9%	69	13.9%	33	7.0%	12	3.1%	3	11.7%	10	0.7%	0	2.5%	2	1.8%	1	8.2%	8	0.8%	1
Tesco Metro, North Road, Langport	0.8%	8	0.0%	0	0.0%	0	8.2%	7	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Tesco, Castle Street, Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	0.2%	2	0.0%	0	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shand Park, West Street, Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Shudrick Lane, Ilminster	1.4%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	2	18.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tapstone Road, Chard	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	2	20.8%	17	3.3%	2	0.0%	0	0.0%	0
Tesco, Townsend Shopping Park, Townsend, Shepton Mallet	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, Tucker Street, Wells	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco, Weymouth Avenue, Dorchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Tesco, Wirral Park Road, Glastonbury	1.8%	18	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	16
Waitrose, Chantry Fields (Le Neubourg Way), Gillingham	0.9%	9	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheap Street, Sherborne	1.9%	19	1.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	16.3%	15	0.0%	0
Waitrose, South Street, Crewkerne	2.4%	24	0.0%	0	0.0%	0	1.2%	1	18.8%	16	4.1%	3	0.9%	1	5.9%	4	0.0%	0	0.0%	0
Waitrose, Station Road, Warminster	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, West Street, Bridport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Waitrose, Whiting Way, Wells	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Local shops, Castle Cary	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Langport	0.3%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sherborne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Local shops, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Wincanton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yeovil	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Newstead Road, Weymouth	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Trinity Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Local shops, Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Long Sutton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Somerton	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Petherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wells Market, Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Williams, Brunel Close, Somerton	0.4%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	7.0%	8
(Don't know / varies)	2.6%	26	1.8%	4	0.5%	1	7.5%	7	0.7%	1	6.1%	4	5.6%	5	2.3%	2	2.9%	3	0.6%	1
(Nowhere else)	26.6%	267	30.1%	71	27.2%	45	31.9%	29	20.3%	17	29.0%	19	21.8%	18	24.4%	16	25.5%	24	23.6%	28
Weighted base:	1003			236		166		89		86		64		83		66		94		119
Sample:	1003			180		120		101		100		100		101		100		101		100

**Q03 When you do your normal main food shopping do you combine this trip with other activities?***Not those who shop online at Q01*

Yes	32.8%	317	25.5%	56	28.3%	47	41.8%	35	50.4%	42	27.3%	17	35.0%	29	44.6%	29	36.1%	33	25.8%	30
No	66.5%	643	74.5%	162	71.7%	118	58.2%	49	49.6%	41	65.9%	42	65.0%	53	54.7%	36	61.2%	56	74.2%	85
(Don't know / can't remember)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.8%	1	2.7%	3	0.0%	0
Weighted base:	968			218		165		84		83		64		82		65		92		115
Sample:	974			173		119		92		96		99		99		99		99		98



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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q04 What activities do you undertake? [MR]																				
Those who link their trip at Q03																				
Food and grocery shopping	18.0%	57	9.1%	5	7.1%	3	4.7%	2	30.7%	13	21.8%	4	37.8%	11	17.2%	5	31.7%	11	13.5%	4
Non-food shopping	34.2%	109	33.1%	18	32.8%	15	33.8%	12	40.2%	17	40.3%	7	32.0%	9	36.3%	11	36.7%	12	24.5%	7
Window shopping	3.5%	11	1.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	17.8%	5	1.7%	1	5.8%	2	5.5%	2
To visit a restaurant / café / public house	6.6%	21	11.2%	6	10.8%	5	7.3%	3	2.8%	1	0.0%	0	3.6%	1	5.2%	2	7.6%	3	2.4%	1
To have a walk / stroll around	3.7%	12	11.4%	6	5.5%	3	2.1%	1	1.4%	1	5.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
To use services (e.g. bank, post office, hairdresser etc.)	17.4%	55	13.0%	7	19.1%	9	19.4%	7	12.5%	5	10.5%	2	28.5%	8	39.8%	12	7.5%	2	9.5%	3
Work / business purposes	16.7%	53	23.9%	13	21.0%	10	23.3%	8	6.9%	3	15.1%	3	5.6%	2	0.0%	0	14.0%	5	33.5%	10
Healthcare e.g. doctor, dentist, optician	2.9%	9	2.1%	1	0.0%	0	1.6%	1	5.6%	2	2.4%	0	8.7%	2	4.6%	1	2.5%	1	0.0%	0
Social / leisure reason (e.g. meeting friends, going to gym etc.)	16.9%	54	7.0%	4	20.2%	9	17.2%	6	12.9%	5	26.2%	5	10.2%	3	25.5%	7	30.8%	10	12.6%	4
Tourism (e.g. holiday, day trip etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buy fuel	4.7%	15	12.8%	7	9.2%	4	1.6%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	1	2.5%	1	2.4%	1
(Don't know / can't remember )	1.7%	5	2.4%	1	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0	3.5%	1	2.5%	1	3.1%	1
Weighted base:		317		56		47		35		42		17		29		29		33		30
Sample:		351		49		39		36		46		27		33		53		37		31

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
<b>Q05 Why don't you combine your normal food and grocery shopping with other activities? (Main reason)</b>																					
<i>Those who do not link their trip at Q03</i>																					
Don't have time / too busy	11.8%	76	9.2%	15	13.4%	16	1.1%	1	24.1%	10	24.1%	10	5.8%	3	4.7%	2	4.4%	3	20.4%	17	
Shop on my way home from work	2.0%	13	1.7%	3	0.0%	0	3.7%	2	0.0%	0	2.0%	1	5.5%	3	1.4%	1	0.0%	0	4.6%	4	
Shop on my way home from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The store isn't near anything else / not in town	3.7%	24	4.1%	7	7.7%	9	1.1%	1	0.0%	0	2.3%	1	1.1%	1	1.9%	1	1.5%	1	4.9%	4	
Don't want to leave my shopping in the car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Not convenient	12.2%	79	6.4%	10	8.8%	10	4.9%	2	7.9%	3	23.1%	10	13.4%	7	28.0%	10	12.3%	7	21.4%	18	
Like to do food shopping separate to other activities	8.0%	51	1.8%	3	14.3%	17	17.1%	8	1.4%	1	4.0%	2	4.7%	2	0.0%	0	27.4%	15	3.3%	3	
Use out of town shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Health problems	0.9%	6	2.4%	4	0.0%	0	1.5%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	
(Don't know / no particular reason)	61.3%	394	74.4%	121	55.8%	66	70.5%	34	65.1%	27	44.5%	19	66.2%	35	64.1%	23	54.4%	31	45.4%	39	
Weighted base:		643		162		118		49		41		42		53		36		56		85	
Sample:		610		124		80		56		50		63		66		45		59		67	

**Q06 How do you normally travel to do your main food shopping?***Not those who shop online at Q01*

Car-driver	85.6%	828	80.1%	175	92.4%	152	76.6%	64	83.6%	70	88.1%	56	85.6%	70	85.3%	56	88.8%	82	90.2%	104
Car-passenger	5.9%	57	6.8%	15	3.1%	5	11.9%	10	3.5%	3	7.3%	5	4.4%	4	10.6%	7	3.9%	4	4.5%	5
Bus, minibus or coach	1.6%	16	2.6%	6	0.5%	1	0.7%	1	1.4%	1	0.0%	0	0.5%	0	2.6%	2	3.6%	3	1.8%	2
Train	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	43	7.3%	16	3.5%	6	4.0%	3	4.9%	4	3.3%	2	6.5%	5	0.8%	1	2.7%	2	3.5%	4
Bicycle	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	17	2.9%	6	0.5%	1	6.3%	5	0.0%	0	0.7%	0	3.0%	2	0.8%	1	0.9%	1	0.0%	0
Weighted base:		968		218		165		84		83		64		82		65		92		115
Sample:		974		173		119		92		96		99		99		99		99		98

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q07 Where do you normally buy your households small scale / top up grocery shopping?																				
Aldi, Exeter Road, Honiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Creechbarrow Road, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil	3.0%	30	10.7%	25	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Asda, Station Road, Gillingham	1.3%	13	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Petrol station), Sherborne Road, Yeovil	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Camelot Shopping Centre, Carrington Way, Wincanton	1.4%	14	0.0%	0	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, Fore Street, Castle Cary	1.8%	18	0.3%	1	9.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Fore Street, Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Glastonbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op, Knapp, Merriot, Crewkerne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodbourne Green Parade, Gillingham	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Montacute Road, Stoke-Sub-Hamdon	1.2%	12	0.3%	1	0.0%	0	0.0%	0	13.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mudford Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mudford Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sea Road North, Bridport	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0	0.0%	0
Co-op, St James Street, South Petherton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	13.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Michaels Avenue, Yeovil	1.7%	17	7.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stiby Road, Yeovil	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stilby Road, Yeovil	0.6%	6	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Martock Centre, North Street, Martock	1.1%	11	0.0%	0	0.0%	0	10.2%	9	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Beaminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Co-op, The Square, Cornhill, Ilminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trinity Square, Wadham, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Westbridge Park,	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Sherborne										
Co-op, Westend, Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Lidl, Boden Street, Chard	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Lidl, Gravenchon Way, Street	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	15
Lidl, Lyde Road, Yeovil	1.4%	14	4.8%	11	0.0%	0	0.0%	0	0.0%	0
Lidl, Newbury, Gillingham	0.7%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Lidl, Southgate Road, Wincanton	0.6%	6	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Lidl, St Andrews Road, Bridport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The George Shopping Centre, Crewkerne	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Lidl, West Henford, Yeovil	0.3%	3	0.8%	2	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer, Middle Street, Foodhall, Yeovil	1.0%	10	3.8%	9	0.0%	0	0.6%	1	0.0%	0
Morrisons, Lysander Road, Yeovil	0.7%	7	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	2.5%	25	0.0%	0	13.9%	23	0.0%	0	0.0%	0
Morrisons, Street, Road, Glastonbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Bay Road, Bridport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gravenchon Way, Street	1.1%	11	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Hankridge Farm, Hankridge Way, Taunton	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Holyrood Street, Chard	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ludborne Road, Sherborne	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cavalier Way, Yeovil	1.8%	18	5.5%	13	0.0%	0	5.9%	5	0.0%	0
Tesco Express, Ilchester Road, Yeovil	1.3%	13	5.6%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Forum, Abbey Manor Park, Yeovil	1.6%	16	6.8%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	2.2%	22	6.5%	15	0.0%	0	6.5%	6	0.0%	0
Tesco Metro, North Road, Langport	1.3%	13	0.0%	0	0.0%	0	12.9%	12	0.7%	1
Tesco, Christy's Lane, Shaftesbury	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco, Harbour Road, Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco, Shudrick Lane, Ilminster	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	17.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tapstone Road, Chard	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	13.5%	11	1.0%	1	0.0%	0	0.0%	0
Tesco, Townsend Shopping Park, Townsend, Shepton Mallet	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8
Tesco, Tucker Street, Wells	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weymouth Avenue, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Wirral Park Road, Glastonbury	1.3%	13	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
Waitrose, Chantry Fields (Le Neubourg Way), Gillingham	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheap Street, Sherborne	1.2%	12	1.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.3%	8	0.0%	0
Waitrose, South Street, Crewkerne	2.0%	20	0.3%	1	0.0%	0	0.6%	1	16.6%	14	4.6%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Waitrose, West Street, Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Waitrose, Whiting Way, Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Axminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Castle Cary	0.9%	9	0.2%	1	2.6%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Local shops, Chard	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.8%	1	0.0%	0	0.0%	0
Local shops, Crewkerne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Local shops, Frome	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gillingham	0.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ilminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Langport	0.6%	6	0.0%	0	0.0%	0	5.5%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sherborne	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0
Local shops, Street	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Local shops, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wincanton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Yeovil	0.8%	8	3.0%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Bell Street, Shaftesbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knapp, Merriot, Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodbourne Green Parade, Gillingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Mere	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashcott	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Local shops, Beaminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Local shops, Bourton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Bridport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Local shops, Broadwindsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%
Local shops, Bruton	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Butleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Local shops, Cattistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Local shops, Charlton Horethorne	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Churchinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Local shops, Curry Mallet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Edington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Local shops, Goldcroft	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Halstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Local shops, Henstridge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Hinton St George	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Horton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Ilchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Keinton Mandeville	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kingsbury Episcopi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Long Sutton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Lopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Lovington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, Lydford-on-Fosse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, Maiden Newton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%
Local shops, Martock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Mere	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Milborne Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Local shops, Misterton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Local shops, Motcombe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, North Cadbury	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, North Perrott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Norton-sub-Hamdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Rimpton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Seavington St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Shepton Beauchamp	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Somerton	1.3%	13	0.0%	0	0.0%	0	13.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Local shops, South Petherton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	10.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Stalbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
Local shops, Sturminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Newton																				
Local shops, Thorncombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, West Coker	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Pennard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Winsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Yetminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
One Stop, Runnymede Road, Yeovil Pen Mill, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Street, Martock	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Sunnyside Court, Yetminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Taunton Farmers Market, High Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Wellington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells Market, Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Williams, Brunel Close, Somerton	1.3%	13	0.0%	0	0.0%	0	13.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	0.2%	2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	3.0%	30	4.2%	10	0.5%	1	1.8%	2	1.4%	1	2.0%	1	7.5%	6	1.5%	1	4.7%	4	2.8%	3
(Don't do this)	31.0%	311	28.5%	67	33.9%	56	19.5%	17	21.6%	19	30.6%	20	38.2%	32	35.6%	23	37.3%	35	35.2%	42
Weighted base:	1003			236		166		89		86		64		83		66		94		119
Sample:	1003			180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q08 In which town do you buy most of your household's non-food shopping?</b>										
Axminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	1.7%	17	2.5%	6	3.4%	6	0.8%	1	0.7%	1
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Bridgewater	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bridport	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.8%	8	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Bruton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Castle Cary	1.1%	11	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Chard	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	1.6%	16	0.2%	1	0.0%	0	0.0%	0	3.8%	3
Crewkerne	1.4%	14	0.0%	0	0.0%	0	1.8%	2	5.0%	4
Dorchester	1.6%	16	0.3%	1	0.0%	0	0.0%	0	0.9%	1
Exeter	1.4%	14	1.1%	3	0.0%	0	0.0%	0	1.3%	1
Frome	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gillingham	2.1%	21	0.0%	0	12.7%	21	0.0%	0	0.0%	0
Glastonbury	0.7%	7	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Ilminster	1.4%	14	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Langport	0.5%	5	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Salisbury	1.0%	10	0.0%	0	5.6%	9	0.0%	0	0.0%	0
Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.0%	10	0.0%	0	6.1%	10	0.0%	0	0.0%	0
Shepton Mallet	0.9%	9	0.3%	1	4.4%	7	0.0%	0	0.0%	0
Sherborne	2.5%	25	0.5%	1	2.1%	4	0.0%	0	0.0%	0
Somerton	0.3%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
South Petherton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Street	5.2%	53	0.0%	0	0.9%	2	12.8%	11	0.7%	1
Taunton	10.4%	104	8.7%	21	0.0%	0	12.1%	11	8.1%	7
Warminster	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wells	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Weymouth	0.7%	7	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Wincanton	1.9%	19	0.0%	0	9.9%	16	0.0%	0	0.0%	0
Yeovil	40.0%	401	65.8%	156	42.4%	70	38.9%	35	62.6%	54
Exe Bridges Retail Park (M&S Simply Food, TK Maxx, Next, Boots), Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.7%	7	1.4%	3	2.1%	4	0.0%	0	0.0%	0
Lysander Road Retail Park (B&Q, B&M Bargains),	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0



# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Lysander Road, Yeovil										
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.3%	3	0.7%	2	0.5%	1	0.0%	0	0.9%	1
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Combe St. Nicholas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / delivered	10.9%	109	12.3%	29	2.3%	4	12.4%	11	5.4%	5
(Don't know / varies)	4.0%	40	1.1%	3	4.0%	7	10.0%	9	1.4%	1
Weighted base:	1003	236	166	89	86	64	83	66	94	119
Sample:	1003	180	120	101	100	100	101	100	101	100

**Q09 How do you normally travel to do your non-food shopping?***Not those who said 'Internet / delivered' at Q08*

Car-driver	82.6%	739	77.7%	161	84.3%	136	78.5%	62	84.2%	68	81.6%	50	87.3%	59	84.0%	49	83.6%	70	88.4%	84
Car-passenger	5.2%	46	3.0%	6	3.8%	6	9.7%	8	5.5%	4	8.8%	5	4.8%	3	11.6%	7	4.3%	4	3.0%	3
Bus, minibus or coach	2.9%	26	3.6%	7	0.9%	2	1.6%	1	5.1%	4	0.7%	0	3.3%	2	1.7%	1	7.1%	6	2.2%	2
Train	0.9%	8	1.3%	3	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Taxi	0.2%	2	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.9%	43	9.8%	20	3.1%	5	2.1%	2	3.8%	3	3.4%	2	3.9%	3	0.0%	0	5.0%	4	4.7%	4
Bicycle	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.7%	6	0.3%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	21	3.3%	7	5.9%	10	0.7%	1	0.0%	0	4.8%	3	0.7%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		894		207		162		78		81		62		67		58		83		95
Sample:		919		163		116		90		93		95		91		94		90		87

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q10 At which town centre, freestanding store, or retail park did you last buy clothes and shoes?																				
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bath	1.9%	19	0.5%	1	4.0%	7	2.9%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.9%	7
Bournemouth	0.4%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	3	0.0%	0
Bridgewater	0.3%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bridport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0
Bristol	2.4%	24	1.9%	4	0.5%	1	7.9%	7	6.4%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.9%	2
Bruton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Cary	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	7.2%	72	3.4%	8	2.8%	5	9.0%	8	10.3%	9	9.5%	6	0.5%	0	0.0%	0	0.9%	1	29.6%	35
Crewkerne	0.3%	3	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.8%	18	1.0%	2	0.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	15.6%	10	3.5%	3	0.0%	0
Exeter	3.4%	34	2.8%	7	0.5%	1	0.6%	1	0.7%	1	9.0%	6	12.5%	10	13.3%	9	0.0%	0	0.6%	1
Frome	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.4%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Langport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0
Salisbury	0.8%	8	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0
Shaftesbury	0.4%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
Sherborne	2.5%	25	0.5%	1	5.3%	9	0.6%	1	0.9%	1	0.0%	0	0.0%	0	1.5%	1	13.9%	13	0.0%	0
Street	5.6%	56	2.0%	5	0.0%	0	15.3%	14	0.7%	1	5.2%	3	7.5%	6	0.0%	0	4.1%	4	19.8%	24
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Taunton	10.2%	103	9.0%	21	0.0%	0	10.1%	9	7.4%	6	35.2%	23	36.3%	30	4.1%	3	4.1%	4	5.7%	7
Warminster	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Weymouth	0.8%	8	2.6%	6	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	35.7%	358	48.8%	115	52.3%	87	34.4%	31	48.5%	42	14.5%	9	5.8%	5	24.2%	16	43.1%	40	10.7%	13
Exe Bridges Retail Park (M&S Simply Food, TK Maxx, Next, Boots), Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Taunton retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.9%	9	2.3%	5	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Townsend Shopping Park (Argos, Boots, Laura Ashley, Tesco), Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Belfast city centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff city centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	7	0.2%	1	0.6%	1	0.0%	0	2.0%	2	0.7%	0	0.0%	0	4.6%	3	0.0%	0	0.6%	1
Cheltenham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Newark-on-Trent	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Plymouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.2%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	15.7%	157	20.3%	48	12.7%	21	12.6%	11	11.5%	10	7.0%	4	23.6%	20	19.3%	13	8.6%	8	18.9%	22
(Don't know / varies)	1.8%	18	0.0%	0	1.5%	3	1.2%	1	2.1%	2	3.7%	2	4.3%	4	2.8%	2	4.7%	4	0.6%	1
(Don't do this)	1.4%	14	1.0%	2	1.7%	3	1.2%	1	0.7%	1	2.0%	1	1.1%	1	1.0%	1	2.4%	2	1.6%	2
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
<b>Q11 At which other town centre, freestanding store, or retail park do you shop for clothes and shoes?</b>																				
<i>Not those who said 'Don't do' at Q10</i>																				
Bath	3.5%	34	1.9%	4	8.2%	13	0.6%	1	0.7%	1	0.9%	1	2.9%	2	0.0%	0	2.1%	2	9.1%	11
Bournemouth	0.3%	3	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.9%	1	0.0%	0
Bridgewater	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bristol	3.5%	35	7.2%	17	0.6%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	1	6.0%	6	7.3%	9
Castle Cary	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	1.8%	18	1.2%	3	0.9%	2	0.6%	1	3.6%	3	0.7%	0	7.6%	6	0.0%	0	2.1%	2	1.4%	2
Crewkerne	0.7%	7	1.4%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Dorchester	1.5%	15	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0	12.1%	8	5.4%	5	0.0%	0
Exeter	4.1%	40	4.8%	11	0.9%	2	0.0%	0	9.0%	8	14.2%	9	3.0%	2	4.4%	3	3.6%	3	2.0%	2
Gillingham	0.9%	9	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Langport	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.5%	5	1.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Salisbury	1.0%	10	0.0%	0	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.3%	3	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sherborne	1.6%	16	1.2%	3	1.6%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.8%	2	7.3%	7	0.0%	0
Somerton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	2.6%	26	1.3%	3	1.9%	3	9.4%	8	0.0%	0	0.9%	1	3.2%	3	0.0%	0	5.1%	5	3.4%	4
Taunton	7.9%	78	5.5%	13	0.0%	0	8.3%	7	21.1%	18	18.5%	12	21.5%	18	0.0%	0	0.0%	0	9.4%	11
Warminster	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Weymouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.1%	2	0.0%	0	0.0%	0
Wincanton	0.8%	8	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	10.9%	108	10.3%	24	4.8%	8	22.9%	20	10.0%	8	15.7%	10	10.6%	9	15.0%	10	7.2%	7	10.3%	12
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.3%	3	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Centre, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Central London	0.4%	4	0.0%	0	0.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	1
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Melksham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Swindon	0.5%	5	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abroad	0.3%	3	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / delivered	8.7%	86	8.7%	20	2.7%	4	9.5%	8	6.1%	5	3.5%	2	16.2%	13	4.1%	3	6.6%	6	20.1%	24
(Don't know / varies)	2.6%	26	0.7%	2	6.0%	10	2.1%	2	1.6%	1	3.3%	2	0.0%	0	3.6%	2	6.0%	6	1.2%	1
(Nowhere else)	41.7%	412	52.6%	123	48.7%	79	31.1%	27	41.3%	35	36.7%	23	30.7%	25	41.9%	27	43.9%	40	26.6%	31
Weighted base:		989		234		163		88		85		63		82		65		92		117
Sample:		983		176		117		99		99		97		99		99		99		98

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9									
<b>Q12 At which town centre, freestanding store, or retail park did you last buy domestic electric appliances (e.g. fridges and kitchen items)?</b>																			
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgewater	0.7%	7	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Bridport	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	11	0.0%	0	0.0%
Bristol	0.5%	5	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%
Castle Cary	1.0%	10	0.0%	0	3.5%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Chard	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.3%	14	0.0%	0	0.0%	0	0.0%
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Crewkerne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Cribbs Causeway, Bristol	0.7%	7	0.5%	1	0.0%	0	0.6%	1	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorchester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9	0.0%	0	0.0%
Exeter	0.5%	5	1.1%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.6%
Frome	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.4%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glastonbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Ilminster	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	10.4%	7	0.5%	0	0.0%	0	0.0%	0	0.0%
Martock	2.0%	21	1.0%	2	0.5%	1	5.0%	4	7.7%	7	3.7%	2	1.4%	1	1.8%	1	1.8%	2	0.0%
Poole	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Salisbury	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.8%	8	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepton Mallet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Sherborne	4.3%	43	0.8%	2	2.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	37.0%	35	0.0%
South Petherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Street	3.1%	31	0.0%	0	0.0%	0	4.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%
Sturminster Newton	0.3%	3	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
Taunton	3.4%	34	0.2%	1	0.0%	0	2.7%	2	1.4%	1	13.2%	8	19.7%	16	0.0%	0	0.0%	0	4.5%
Weymouth	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
Wincanton	0.4%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil	15.2%	152	30.4%	72	14.1%	23	15.4%	14	7.2%	6	9.7%	6	6.1%	5	7.6%	5	16.2%	15	4.7%
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	15.6%	157	26.1%	62	23.7%	39	6.4%	6	37.5%	32	1.3%	1	0.5%	0	10.2%	7	3.5%	3	5.6%
Lynx Trading Estate (Screwfix, Tilewise, Wickes), Lysander Way, Yeovil	0.4%	4	1.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Taunton retail parks	0.9%	9	0.0%	0	0.0%	0	1.2%	1	1.6%	1	7.0%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Ashcott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Charlbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, St. Brendan's Way, Avonmouth, Bristol	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.5%	5	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	28.1%	282	24.5%	58	22.4%	37	42.6%	38	21.4%	18	18.5%	12	38.2%	32	32.9%	22	24.0%	23	36.2%	43
(Don't know / varies)	3.3%	33	4.4%	10	2.0%	3	6.8%	6	1.4%	1	3.9%	3	3.5%	3	3.6%	2	0.9%	1	2.5%	3
(Don't do this)	10.0%	100	8.5%	20	14.5%	24	10.4%	9	7.4%	6	21.6%	14	8.8%	7	3.3%	2	11.8%	11	4.7%	6
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
<b>Q13 At which other town centre, freestanding store, or retail park do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items)?</b>																				
<i>Not those who said 'Don't do' at Q12</i>																				
Bridgewater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Castle Cary	0.9%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0
Glastonbury	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ilminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Martock	0.4%	3	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Shaftesbury	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.6%	15	0.4%	1	5.1%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0
Somerton	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Petherton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	1.1%	10	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
Sturminster Newton	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	2.9%	26	0.3%	1	0.0%	0	5.0%	4	0.7%	1	12.9%	6	14.7%	11	0.8%	0	0.0%	0	2.7%	3
Wells	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wincanton	0.3%	3	0.4%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	3.5%	32	1.9%	4	4.5%	6	7.5%	6	4.6%	4	2.5%	1	1.7%	1	3.4%	2	2.0%	2	4.7%	5
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	3.1%	28	4.5%	10	1.6%	2	0.7%	1	7.0%	6	3.9%	2	0.0%	0	5.0%	3	5.7%	5	0.0%	0
Taunton retail parks	0.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.6%	2	2.0%	1	0.0%	0	0.0%	0	1.3%	1
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.5%	5	1.6%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ashcott	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ikea, Eastgate Road, Bristol	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.6%	69	10.5%	23	6.1%	9	3.0%	2	4.1%	3	4.7%	2	11.6%	9	5.3%	3	8.9%	7	8.9%	10
(Don't know / varies)	2.3%	21	2.0%	4	6.3%	9	2.1%	2	1.5%	1	2.5%	1	0.0%	0	5.5%	4	0.0%	0	0.0%	0
(Nowhere else)	71.7%	648	77.9%	169	72.1%	102	74.6%	60	78.1%	62	60.1%	30	68.1%	51	73.1%	47	71.6%	59	59.7%	68



by Zone (Weighted)  
Weighted:

South Somerset Household Survey  
for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Weighted base:	903	216	141	80	79	50	76	64	83	113
Sample:	909	167	105	93	90	83	94	96	88	93

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q14 At which town centre, freestanding store, or retail park did you last buy other kinds of electric goods such as TV / Hi-Fi and computers?																				
Bath	0.5%	5	0.2%	1	0.0%	0	0.6%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Beaminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Blandford Forum	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridgewater	0.7%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Bridport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Bristol	0.9%	9	0.3%	1	0.5%	1	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Bruton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Castle Cary	0.5%	5	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Chard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.8%	8	0.2%	1	0.0%	0	1.4%	1	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Dorchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0
Exeter	1.0%	10	1.5%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	2	5.8%	4	0.0%	0	0.0%	0
Frome	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.6%	6	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martock	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Salisbury	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Sherborne	3.5%	35	0.3%	1	2.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.6%	2	30.5%	29	0.0%	0
Somerton	0.3%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
South Petherton	0.7%	7	0.0%	0	0.0%	0	2.5%	2	4.5%	4	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Street	2.0%	20	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	16
Sturminster Newton	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Taunton	4.3%	43	0.0%	0	0.0%	0	5.3%	5	2.0%	2	19.1%	12	26.6%	22	0.0%	0	0.0%	0	1.8%	2
Weymouth	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.9%	1	0.0%	0
Wincanton	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	14.8%	148	22.9%	54	19.1%	32	20.2%	18	13.5%	12	17.5%	11	1.1%	1	5.6%	4	12.9%	12	3.9%	5
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	15.6%	157	26.3%	62	14.9%	25	9.2%	8	37.2%	32	1.3%	1	1.1%	1	16.3%	11	8.8%	8	7.4%	9
Kilver Court Designer Village, Shepton Mallett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lysander Road Retail Park	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(B&Q, B&M Bargains), Lysander Road, Yeovil																				
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Taunton retail parks	2.1%	21	0.0%	0	0.0%	0	1.2%	1	2.2%	2	13.4%	9	10.2%	8	0.8%	1	0.0%	0	0.6%	1
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.6%	6	0.3%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	2.5%	2	2.6%	2	0.0%	0	0.0%	0
Townsend Shopping Park (Argos, Boots, Laura Ashley, Tesco), Shepton Mallet	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, St. Brendan's Way, Avonmouth, Bristol	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huish Episcopi	0.3%	3	0.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Southampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	28.7%	288	33.2%	78	19.3%	32	40.9%	37	19.8%	17	17.2%	11	39.7%	33	25.0%	16	26.4%	25	32.9%	39
(Don't know / varies)	3.4%	34	1.6%	4	5.0%	8	4.5%	4	2.7%	2	5.0%	3	1.2%	1	3.3%	2	4.1%	4	4.3%	5
(Don't do this)	12.3%	123	11.6%	27	22.6%	37	1.8%	2	6.3%	5	14.0%	9	12.5%	10	13.6%	9	11.6%	11	10.4%	12
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9									
<b>Q15 At which other town centre, freestanding store, or retail park do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers?</b>																			
<i>Not those who said 'Don't do' at Q14</i>																			
Bath	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Blandford Forum	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Bristol	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	
Chard	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cribbs Causeway, Bristol	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	1	0.0%	0	
Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	
Exeter	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.8%	0	0.8%	1	0.9%	1	1.0%	1	
Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0	
Salisbury	0.4%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shaftesbury	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	
Sherborne	1.2%	10	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.3%	3	
Somerton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Petherton	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	
Taunton	2.0%	17	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.0%	1	4.0%	3	0.9%	0	0.0%	10.9%	12
Wincanton	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yeovil	4.5%	39	2.8%	6	4.7%	6	8.1%	7	3.8%	3	0.8%	0	2.4%	2	3.0%	2	5.0%	4	
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	5.0%	44	8.2%	17	1.8%	2	6.6%	6	7.2%	6	3.5%	2	0.0%	0	1.2%	1	10.0%	8	
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Taunton retail parks	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	1	0.8%	1	0.0%	0	0.0%	1	
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.9%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.1%	1	0.0%	0	
Mere	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	7.0%	62	7.7%	16	7.8%	10	3.1%	3	3.4%	3	6.3%	3	11.9%	9	5.9%	3	10.6%	9	
(Don't know / varies)	2.6%	23	1.6%	3	3.0%	4	4.6%	4	0.7%	1	3.5%	2	3.4%	2	5.9%	3	3.3%	3	

by Zone (Weighted)  
Weighted:

South Somerset Household Survey  
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Nowhere else)	72.4%	637	75.3%	157	70.6%	90	72.7%	64	78.6%	63	76.2%	42	75.4%	55	74.4%	42	66.7%	55	63.6%	68
Weighted base:		879		209		128		88		80		55		73		57		83		107
Sample:		872		158		97		98		92		83		83		84		89		88

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q16 At which town centre, freestanding store, or retail park did you last buy furniture, soft furnishings and floor-coverings?																				
Axminster	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bridgewater	0.5%	5	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bridport	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7	0.0%	0	0.0%	0
Bristol	4.0%	40	5.4%	13	0.6%	1	1.2%	1	0.7%	1	2.0%	1	3.2%	3	0.0%	0	2.3%	2	15.7%	19
Castle Cary	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.9%	4	4.8%	4	1.3%	1	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Dorchester	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	16.2%	11	2.1%	2	0.0%	0
Exeter	0.6%	6	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	0	3.9%	3	1.0%	1	0.9%	1	0.0%	0
Gillingham	0.9%	9	0.0%	0	4.7%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Ilminster	1.0%	10	0.0%	0	0.0%	0	0.6%	1	2.0%	2	10.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Martock	0.6%	6	0.0%	0	0.5%	1	3.1%	3	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Poole	0.8%	8	1.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.9%	1	0.0%	0
Salisbury	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	2.4%	24	1.0%	2	5.8%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	7.1%	8
Sherborne	0.8%	8	0.2%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0
Somerton	0.6%	6	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Petherton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	2.2%	22	0.5%	1	0.0%	0	6.2%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	11.4%	14
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Taunton	7.0%	71	4.2%	10	0.0%	0	6.5%	6	3.6%	3	18.7%	12	34.6%	29	0.8%	1	0.0%	0	8.8%	10
Warminster	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wincanton	1.7%	17	0.0%	0	7.2%	12	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	3.8%	4	0.0%	0
Yeovil	20.9%	209	41.8%	99	24.6%	41	15.7%	14	18.0%	15	12.4%	8	3.9%	3	5.6%	4	25.9%	24	1.2%	1
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	5.0%	51	6.4%	15	2.4%	4	10.4%	9	10.1%	9	0.7%	0	0.0%	0	5.1%	3	6.8%	6	2.7%	3
Lynx Trading Estate (Screwfix, Tilewise, Wickes), Lysander Way, Yeovil	0.5%	5	1.1%	3	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	1.0%	10	3.5%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.5%	5	1.1%	3	0.0%	0	0.6%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Rydon Lane Retail Park (Currys, Pets at Home, Halfords, DFS), Exeter	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	1.5%	15	0.2%	1	0.0%	0	0.6%	1	7.8%	7	7.0%	4	2.3%	2	1.0%	1	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	1.0%	10	0.0%	0	0.5%	1	0.0%	0	6.4%	6	0.0%	0	2.5%	2	1.8%	1	0.9%	1	0.0%	0
Alweston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Furnham Road, Chard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Cardiff city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Crockerton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Retail Centre, Eastgate Road, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Road, Bristol	1.1%	11	0.0%	0	4.4%	7	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowton Retail Park, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sparkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Turbury Retail Park, Ringwood Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton Business Park, Wessex Way, Wincanton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.3%	114	12.0%	28	4.0%	7	21.6%	19	8.5%	7	8.1%	5	11.3%	9	12.1%	8	9.7%	9	17.4%	21
(Don't know / varies)	5.6%	56	4.4%	10	3.1%	5	6.8%	6	1.4%	1	4.1%	3	8.6%	7	10.5%	7	15.3%	14	2.1%	3
(Don't do this)	19.8%	198	14.9%	35	30.1%	50	11.3%	10	20.0%	17	20.3%	13	12.6%	10	22.3%	15	17.0%	16	26.8%	32
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

by Zone (Weighted)  
Weighted:

South Somerset Household Survey  
for Nathaniel Lichfield & Partners

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q17 Which other town centre, freestanding store, or retail park do you visit to buy furniture, soft furnishings and floor-coverings?</b>										
<i>Not those who said 'Don't do' at Q16</i>										
Axminster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bridgewater	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridport	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.5%	4	0.0%	0	0.9%	1	0.7%	1	0.9%	1
Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.5%	4	0.0%	0	0.0%	0	0.8%	1	3.8%	2
Cribbs Causeway, Bristol	0.2%	2	0.3%	1	0.9%	1	0.0%	0	0.0%	0
Dorchester	0.6%	5	0.3%	1	1.3%	2	0.0%	0	0.0%	0
Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Gillingham	0.5%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	0.3%	2	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Martock	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Shaftesbury	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shepton Mallet	0.5%	4	0.3%	1	0.0%	0	0.7%	1	2.0%	1
Sherborne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Petherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Street	0.9%	8	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Taunton	2.8%	23	0.3%	1	0.0%	0	3.9%	3	2.5%	2
Wells	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.5%	4	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Yeovil	8.4%	67	12.6%	25	7.6%	9	5.3%	4	0.9%	1
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	2.1%	17	2.4%	5	3.7%	4	3.2%	3	0.0%	0
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.4%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	0.5%	4	0.6%	1	0.0%	0	1.4%	1	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ikea, Drury Way, North Circular Road, Wembley	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ikea, Eastgate Road, Bristol	0.1% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Queen Camel	0.1% 1	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Southampton	0.1% 1	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Stalbridge	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0
Weston-super-Mare	0.1% 1	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Internet / delivered	3.8% 31	1.6% 3	0.7% 1	2.1% 2	18.4% 13	8.2% 4	0.8% 1	2.3% 1	2.5% 2	5.0% 4
(Don't know / varies)	6.1% 49	3.6% 7	11.1% 13	8.3% 7	1.7% 1	3.5% 2	0.0% 0	15.8% 8	8.9% 7	5.6% 5
(Nowhere else)	67.3% 542	77.2% 155	62.7% 72	64.4% 51	70.0% 48	60.3% 31	71.2% 52	41.6% 21	70.6% 55	64.3% 56
Weighted base:	805	201	116	79	69	51	72	51	78	87
Sample:	802	151	83	88	81	87	83	73	83	73

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q18 At which town centre, freestanding store, or retail park did you last buy DIY / hardware and garden items?</b>										
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bridport	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Cary	0.4%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Chard	5.7%	58	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Dorchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.6%	6	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Gillingham	3.5%	36	0.0%	0	21.5%	36	0.0%	0	0.0%	0
Glastonbury	3.5%	35	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Ilminster	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Langport	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Martock	0.7%	7	0.0%	0	0.0%	0	4.3%	4	1.4%	1
Poole	0.9%	9	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shaftesbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shepton Mallet	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sherborne	1.4%	14	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Somerton	0.9%	9	0.0%	0	0.5%	1	8.8%	8	0.0%	0
South Petherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Street	0.6%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	2.0%	20	0.0%	0	0.0%	0	9.0%	8	1.6%	1
Wincanton	1.9%	19	0.3%	1	11.0%	18	0.0%	0	0.0%	0
Yeovil	14.6%	146	29.0%	69	2.9%	5	21.6%	19	10.8%	9
Bridgewater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter Retail Park (Staples, Matalan, Pets at Home, Marsh Barton Road, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	7.4%	74	13.4%	32	5.3%	9	11.2%	10	10.3%	9
Lynx Trading Estate	3.4%	34	5.4%	13	2.1%	4	0.8%	1	3.4%	3

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Screwfix, Tilewise, Wickes), Lysander Way, Yeovil																				
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	14.7%	148	30.9%	73	14.0%	23	1.4%	1	39.4%	34	0.0%	0	0.0%	0	9.4%	6	10.3%	10	0.6%	1
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Townsend Shopping Park (Argos, Boots, Laura Ashley, Tesco), Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
B&M, Lysander Road, Yeovil	1.2%	12	1.9%	4	3.7%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Wirral Park Road, Street Road, Glastonbury	5.7%	58	0.0%	0	0.5%	1	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	49
B&Q, Heron Gate, Riverside, Taunton	0.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wessex Fields, Frome	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fleets Lane, Fleetsbridge, Poole	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Furnham Road, Chard	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	21.4%	18	2.8%	2	0.0%	0	0.0%	0
B&Q, Jubilee Retail Park, Jubilee Close, Weymouth	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Trowbridge Retail Park, Bradley Road, Trowbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwindsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Kingsmead Business Park, Shaftesbury Road, Gillingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maiden Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Mole Valley Farmers, Sherborne Road, Yeovil	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkton Elm Garden Centre, Monkton Heathfield, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morlands Enterprise Park, Street Road, Glastonbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Otter Nurseries Garden Centre, Gosford Road, Ottery St. Mary	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers Garden Centre, Bernards Way, Bunford Lane, Yeovil	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rocky Mountain Nurseries, The Cottage, Rock Street, Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Southampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stalbridge	0.9%	9	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
Weston-super-Mare	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Internet / delivered	2.7%	27	2.6%	6	1.8%	3	9.8%	9	0.7%	1	2.8%	2	5.3%	4	0.0%	0	1.8%	2	0.6%
(Don't know / varies)	1.4%	14	0.0%	0	0.6%	1	3.3%	3	3.4%	3	1.5%	1	0.7%	1	3.3%	2	3.5%	3	0.0%
(Don't do this)	14.3%	143	13.1%	31	20.2%	33	11.7%	10	21.4%	18	14.9%	10	3.6%	3	12.8%	8	18.1%	17	10.1%
Weighted base:	1003			236		166		89		86		64		83		66		94	
Sample:	1003			180		120		101		100		100		101		100		101	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q19 Which other town centre, freestanding store, or retail park do you visit to buy DIY / hardware and garden items?</b>										
<i>Not those who said 'Don't do' at Q18</i>										
Axminster	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgewater	1.0%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Cary	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0
Chard	1.1%	10	0.0%	0	0.0%	0	0.0%	0	12.0%	7
Crewkerne	1.6%	14	2.7%	6	0.0%	0	0.0%	0	7.7%	5
Frome	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Gillingham	0.7%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Glastonbury	1.6%	13	0.0%	0	0.0%	0	6.3%	5	0.0%	0
Ilminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Langport	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Martock	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Poole	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Salisbury	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Shaftesbury	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Shepton Mallet	1.4%	12	0.3%	1	6.3%	8	0.7%	1	0.0%	0
Sherborne	1.0%	8	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Somerton	0.3%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0
South Petherton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Street	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Taunton	1.4%	12	0.0%	0	0.0%	0	3.0%	2	0.9%	1
Warminster	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Yeovil	5.3%	46	2.6%	5	2.5%	3	9.1%	7	0.9%	1
Bridgwater Retail Park (Currys, Argos, Next, Pets at Home), Bridgwater	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	6.1%	52	10.9%	22	4.6%	6	0.9%	1	20.8%	14
Lynx Trading Estate (Screwfix, Tilewise, Wickes), Lysander Way, Yeovil	2.7%	23	4.9%	10	6.3%	8	0.7%	1	2.9%	2
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	4.2%	36	3.8%	8	8.2%	11	2.3%	2	13.8%	9
Priory Fields Retail Park (Dunelm, Carpet Right,	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Harveys, Pets at Home, Wickes), Taunton																				
Taunton retail parks	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Townsend Shopping Park (Argos, Boots, Laura Ashley, Tesco), Shepton Mallet	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lysander Road, Yeovil	0.9%	7	1.7%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q, Wirral Park Road, Street Road, Glastonbury	0.5%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
B&Q, Heron Gate, Riverside, Taunton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Homebase, Wessex Fields, Frome	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Furnham Road, Chard	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Chard Garden Centre, Cuttiford's Door, Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Fivehead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Business Park, Mead Avenue, Yeovil	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Lufton Trading Estate, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ottery St Mary	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivered	2.1%	18	0.9%	2	0.6%	1	0.7%	1	0.9%	1	0.8%	0	0.6%	0	10.4%	6	4.0%	3	4.6%	5
(Don't know / varies)	2.5%	21	0.0%	0	2.3%	3	5.3%	4	0.0%	0	3.1%	2	0.7%	1	6.2%	4	4.3%	3	4.5%	5
(Nowhere else)	59.3%	510	71.3%	146	53.7%	71	61.7%	49	44.3%	30	39.1%	21	67.9%	54	59.6%	34	57.6%	44	55.9%	60
Weighted base:	860			205		132		79		67		54		80		57		77		107
Sample:	865			156		98		86		82		90		95		84		82		92

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q20 At which town centre, freestanding store, or retail park did you last buy health, beauty and chemist items?</b>										
Axminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.5%	5	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Beaminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bridport	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bruton	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Castle Cary	1.4%	14	0.0%	0	7.5%	12	0.0%	0	0.0%	0
Chard	7.0%	70	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Clarks Factory Outlet Village, Street	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.7%	0
Crewkerne	2.0%	20	0.0%	0	0.0%	0	0.6%	1	14.9%	13
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Dorchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Frome	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gillingham	1.9%	20	0.0%	0	11.8%	20	0.0%	0	0.0%	0
Glastonbury	2.0%	20	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Ilminster	2.6%	26	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Langport	0.8%	8	0.0%	0	0.0%	0	7.2%	6	0.0%	0
Martock	0.4%	4	0.2%	1	0.0%	0	3.7%	3	0.0%	0
Shaftesbury	1.1%	11	0.0%	0	6.9%	11	0.0%	0	0.0%	0
Shepton Mallet	1.6%	16	0.3%	1	0.5%	1	1.2%	1	0.0%	0
Sherborne	5.0%	50	3.7%	9	2.1%	4	0.0%	0	0.0%	0
Somerton	1.9%	19	0.0%	0	0.0%	0	20.5%	18	0.0%	0
South Petherton	1.6%	16	0.0%	0	0.0%	0	0.0%	0	18.8%	16
Street	5.5%	56	0.0%	0	0.0%	0	5.9%	5	0.7%	1
Taunton	2.2%	22	0.2%	1	0.0%	0	2.7%	2	0.0%	0
Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.6%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0
Wincanton	3.9%	40	0.0%	0	21.9%	36	0.0%	0	0.0%	0
Yeovil	28.4%	284	71.7%	169	16.5%	27	21.8%	19	36.8%	32
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.4%	4	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Taunton retail parks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	3.3%	33	4.3%	10	11.4%	19	0.0%	0	0.7%	1



# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
East Coker	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huish Episcopi	0.6%	6	2.4%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilchester	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriott	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.8%	8	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-sub-Hamdon	0.2%	2	0.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.8%	58	5.6%	13	2.5%	4	18.7%	17	1.3%	1	3.3%	2	1.6%	1	2.6%	2	7.7%	7	8.8%	10
(Don't know / varies)	0.9%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.2%	1	5.0%	4	0.8%	1	0.9%	1	0.6%	1
(Don't do this)	11.0%	110	8.1%	19	8.1%	13	8.4%	7	10.3%	9	22.8%	15	8.2%	7	15.2%	10	20.7%	19	8.6%	10
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q21 Which other town centre, freestanding store, or retail park do you visit to buy health, beauty and chemist items?</b>										
<i>Not those who said 'Don't do' at Q20</i>										
Axminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bridport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.5%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bruton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Castle Cary	1.5%	13	0.3%	1	7.1%	11	0.0%	0	0.0%	0
Chard	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Factory Outlet Village, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	1.8%	16	0.6%	1	0.0%	0	0.0%	0	15.3%	12
Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gillingham	0.6%	5	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Glastonbury	0.9%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ilminster	0.8%	7	0.3%	1	0.0%	0	0.0%	0	0.8%	1
Langport	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Martock	0.6%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0
Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Shaftesbury	0.5%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0
Shepton Mallet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.1%	9	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Somerton	0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0
South Petherton	0.9%	8	0.3%	1	0.0%	0	0.7%	1	8.8%	7
Street	1.9%	17	0.0%	0	0.5%	1	3.6%	3	0.0%	0
Taunton	2.1%	19	0.3%	1	0.0%	0	6.5%	5	0.0%	0
Wells	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wincanton	0.5%	5	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Yeovil	8.5%	76	9.8%	21	6.5%	10	13.8%	11	10.0%	8
Priory Fields Retail Park (Dunelm, Carpet Right, Harveys, Pets at Home, Wickes), Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.8%	7	2.1%	4	0.5%	1	0.9%	1	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Huish Episcopi	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ilchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

by Zone (Weighted)  
Weighted:

South Somerset Household Survey  
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Internet / delivered	1.3%	12	1.5%	3	0.5%	1	1.6%	1	1.0%	1	3.1%	2	1.5%	1	0.9%	1	2.2%	2	0.9%	1
(Don't know / varies)	1.7%	15	0.6%	1	1.5%	2	4.9%	4	0.7%	1	3.4%	2	1.5%	1	2.7%	2	1.1%	1	1.3%	1
(Nowhere else)	69.7%	622	83.4%	181	71.0%	108	50.0%	41	59.2%	46	60.2%	30	78.1%	60	63.6%	36	70.7%	53	63.6%	69
Weighted base:		893		217		152		82		77		49		76		56		74		109
Sample:		890		165		107		92		94		79		90		90		80		93

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q22 At which town centre, freestanding store, or retail park did you last buy other non-food items such as books, CDs, toys and gifts?</b>										
Axminster	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.5%	5	1.1%	3	0.0%	0	1.0%	1	1.3%	1
Bridport	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.3%	3	1.1%	3	0.0%	0	0.8%	1	0.0%	0
Castle Cary	0.7%	7	0.2%	1	3.2%	5	0.0%	0	0.0%	0
Chard	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Clarks Factory Outlet Village, Street	0.6%	6	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Crewkerne	0.4%	4	0.0%	0	0.0%	0	0.6%	1	2.7%	2
Cribbs Causeway, Bristol	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Dorchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Frome	0.2%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Gillingham	0.7%	7	0.0%	0	4.3%	7	0.0%	0	0.0%	0
Glastonbury	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ilminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Langport	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Martock	0.6%	6	0.0%	0	0.0%	0	5.9%	5	0.7%	1
Poole	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Shaftesbury	0.5%	5	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sherborne	2.3%	23	0.2%	1	2.0%	3	0.0%	0	0.0%	0
Somerton	0.3%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
South Petherton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Street	1.4%	14	0.3%	1	0.0%	0	4.7%	4	0.0%	0
Sturminster Newton	0.7%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Taunton	3.6%	36	0.3%	1	0.0%	0	3.9%	3	3.1%	3
Wells	0.8%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Weymouth	0.9%	9	2.4%	6	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.4%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Yeovil	25.2%	252	46.6%	110	34.7%	57	20.2%	18	35.0%	30
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.2%	2	0.4%	1	0.0%	0	0.6%	1	0.7%	1
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Peel Centre (Argos,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil																				
Townsend Shopping Park (Argos, Boots, Laura Ashley, Tesco), Shepton Mallet	0.8%	8	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&M, Lysander Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Heathrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huish Episcopi	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	38.6%	387	33.1%	78	24.9%	41	43.1%	39	28.7%	25	50.6%	32	50.4%	42	38.4%	25	37.6%	35	58.9%	70
(Don't know / varies)	1.2%	12	0.0%	0	1.1%	2	0.6%	1	1.4%	1	2.8%	2	1.6%	1	2.5%	2	4.1%	4	0.0%	0
(Don't do this)	12.7%	128	11.0%	26	12.3%	20	9.7%	9	20.1%	17	10.7%	7	8.1%	7	14.6%	10	21.3%	20	10.3%	12
Weighted base:	1003			236		166		89		86		64		83		66		94		119
Sample:	1003			180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q23 Which other town centre, freestanding store, or retail park do you visit to buy other non-food items such as books, CDs, toys and gifts?</b>										
<i>Not those who said 'Don't do' at Q22</i>										
Axminster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.9%	1
Blandford Forum	0.8%	7	0.0%	0	5.0%	7	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.7%	6	0.0%	0	0.0%	0	0.0%	0	10.4%	6
Bristol	1.1%	10	1.3%	3	0.0%	0	1.4%	1	8.1%	6
Bruton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Castle Cary	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.6%	5	0.0%	0	0.0%	0	0.8%	1	1.5%	1
Clarks Factory Outlet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village, Street										
Crewkerne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Cribbs Causeway, Bristol	0.9%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Dorchester	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Exeter	0.5%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Frome	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Gillingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Glastonbury	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Langport	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Martock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Salisbury	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Shaftesbury	0.4%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Shepton Mallet	0.8%	7	0.0%	0	5.0%	7	0.0%	0	0.0%	0
Sherborne	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerton	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Street	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Taunton	3.6%	32	0.0%	0	0.5%	1	9.1%	7	3.4%	2
Wells	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wincanton	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Yeovil	7.0%	61	5.7%	12	3.7%	5	18.7%	15	10.6%	7
Houndstone Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil										
The Peel Centre (Argos, Boots, Dreams, Next, Sports Direct, TK Maxx), Babylon Hill, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Gate, Riverside, Taunton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Central London	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Honiton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huish Episcopi	0.7%	6	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plymouth	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	8.2%	72	8.8%	19	12.6%	18	6.3%	5	8.4%	6	3.9%	2	2.5%	2	6.6%	4	14.3%	11	5.7%
(Don't know / varies)	2.5%	22	0.5%	1	5.5%	8	2.9%	2	2.6%	2	1.0%	1	1.2%	1	7.7%	4	2.6%	2	0.7%
(Nowhere else)	65.3%	572	79.4%	167	58.3%	85	52.3%	42	62.6%	43	55.9%	32	70.0%	53	61.2%	34	63.2%	47	64.0%
Weighted base:	875		210		145		81		68		57		76		56		74		107
Sample:	834		154		96		86		79		84		87		82		79		87

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q24 What if anything would make you shop more often in Yeovil? [MR]																				
Better choice of clothing shops	9.3%	93	16.9%	40	6.7%	11	21.3%	19	4.3%	4	7.4%	5	0.0%	0	3.3%	2	9.4%	9	3.3%	4
Better choice of shops in general	26.1%	262	44.0%	104	15.5%	26	28.6%	26	18.7%	16	9.3%	6	27.4%	23	16.2%	11	20.5%	19	26.6%	32
Better maintenance / cleanliness	1.7%	17	1.5%	4	0.0%	0	0.8%	1	7.1%	6	0.0%	0	2.5%	2	2.5%	2	2.0%	2	0.6%	1
Better quality shops	8.4%	84	17.7%	42	4.1%	7	0.6%	1	9.0%	8	1.3%	1	13.7%	11	4.9%	3	2.4%	2	8.1%	10
Cheaper parking	4.2%	42	6.9%	16	5.0%	8	0.8%	1	2.0%	2	2.0%	1	1.2%	1	11.6%	8	5.9%	6	0.0%	0
Improved bus services / public transport	1.4%	14	0.8%	2	2.6%	4	1.2%	1	1.4%	1	4.1%	3	1.1%	1	1.0%	1	0.9%	1	0.6%	1
More car parking	4.7%	47	3.9%	9	2.5%	4	1.2%	1	7.4%	6	2.2%	1	0.5%	0	13.9%	9	4.1%	4	9.5%	11
More food supermarkets	0.9%	9	2.4%	6	0.5%	1	0.8%	1	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More large shops	3.5%	36	7.9%	19	0.9%	2	0.6%	1	1.4%	1	6.9%	4	3.7%	3	3.5%	2	3.2%	3	0.6%	1
More security / better personal safety	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.5%	2	1.0%	1	1.2%	1	0.0%	0
More traffic free areas / pedestrianisation	2.4%	24	5.6%	13	1.5%	3	0.6%	1	0.0%	0	1.3%	1	5.6%	5	1.8%	1	0.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to get to / better access	3.8%	38	2.4%	6	5.9%	10	0.6%	1	2.9%	3	1.5%	1	0.0%	0	1.8%	1	18.5%	17	0.0%	0
Less congestion / too busy	2.9%	29	5.0%	12	1.5%	3	0.0%	0	7.0%	6	1.3%	1	0.5%	0	0.0%	0	8.0%	7	0.0%	0
Nicer environment / more attractive	1.9%	19	5.3%	13	0.6%	1	0.6%	1	2.0%	2	0.7%	0	0.0%	0	0.8%	0	0.9%	1	1.4%	2
Fewer charity shops	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fewer empty shops	0.5%	5	0.5%	1	1.1%	2	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
More leisure activities / facilities	0.6%	6	0.5%	1	2.1%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1
More public facilities (toilets, bins, benches etc.)	0.7%	7	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Nothing)	46.6%	467	22.6%	53	61.9%	102	57.3%	51	52.4%	45	59.7%	38	52.9%	44	51.5%	34	36.1%	34	54.8%	65
(Don't know)	3.2%	32	3.5%	8	1.8%	3	1.2%	1	1.4%	1	5.6%	4	5.1%	4	7.2%	5	2.6%	2	2.9%	4
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100



# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q25 What if anything would make you shop more often in Chard? [MR]																				
Better choice of clothing shops	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1	25.4%	21	1.0%	1	0.9%	1	0.0%	0
Better choice of shops in general	9.5%	95	0.3%	1	0.0%	0	4.1%	4	5.2%	4	26.9%	17	65.4%	54	5.6%	4	0.9%	1	8.9%	11
Better maintenance / cleanliness	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.1%	5	0.8%	1	0.0%	0	0.0%	0
Better quality shops	2.6%	26	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.6%	2	19.2%	16	2.6%	2	0.0%	0	5.6%	7
Cheaper parking	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.9%	1	3.5%	3	0.8%	1	0.0%	0	0.0%	0
Improved bus services / public transport	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	0.7%	7	0.2%	1	0.5%	1	0.0%	0	3.8%	3	1.3%	1	0.5%	0	2.3%	2	0.0%	0	0.0%	0
More food supermarkets	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.9%	2	1.0%	1	0.0%	0	0.0%	0
More large shops	0.9%	9	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	7.8%	6	1.0%	1	0.0%	0	0.0%	0
More security / better personal safety	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to get to / better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Nicer environment / more attractive	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.2%	6	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities / facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, bins, benches etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	79.0%	793	93.7%	221	93.2%	154	83.4%	75	77.5%	66	61.9%	40	20.0%	17	74.4%	49	86.5%	81	75.1%	89
(Don't know)	8.6%	86	5.5%	13	6.4%	11	11.1%	10	11.9%	10	2.8%	2	0.7%	1	15.1%	10	11.7%	11	16.0%	19
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q26 What if anything would make you shop more often in Crewkerne? [MR]																				
Better choice of clothing shops	1.7%	17	0.0%	0	0.0%	0	3.5%	3	3.8%	3	2.2%	1	8.1%	7	2.6%	2	0.0%	0	0.6%	1
Better choice of shops in general	9.1%	91	6.7%	16	1.5%	3	4.7%	4	22.0%	19	18.6%	12	24.6%	20	9.4%	6	4.2%	4	6.2%	7
Better maintenance / cleanliness	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Better quality shops	2.6%	26	3.5%	8	0.0%	0	0.0%	0	6.7%	6	0.9%	1	1.4%	1	1.8%	1	1.2%	1	6.8%	8
Cheaper parking	0.5%	5	1.1%	3	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services / public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More car parking	1.1%	11	0.5%	1	0.0%	0	0.0%	0	7.6%	7	1.7%	1	0.5%	0	2.6%	2	0.0%	0	0.0%	0
More food supermarkets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More large shops	0.4%	4	0.0%	0	0.0%	0	0.8%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	1	0.0%	0
More security / better personal safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.4%	4	0.3%	1	0.0%	0	0.6%	1	2.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to get to / better access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	1.7%	17	2.6%	6	0.0%	0	0.6%	1	10.1%	9	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0
Nicer environment / more attractive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.4%	4	1.1%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities / facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1
More public facilities (toilets, bins, benches etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	78.5%	787	84.2%	199	92.1%	152	78.2%	70	55.1%	47	70.8%	45	62.9%	52	73.4%	48	84.1%	79	78.4%	93
(Don't know)	7.8%	78	3.4%	8	6.4%	11	15.1%	14	1.6%	1	4.6%	3	10.8%	9	12.8%	8	9.7%	9	13.0%	16
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q27 What if anything would make you shop more often in Ilminster? [MR]																				
Better choice of clothing shops	1.4%	14	2.4%	6	0.0%	0	0.0%	0	0.7%	1	3.9%	3	5.1%	4	0.8%	0	0.0%	0	0.8%	1
Better choice of shops in general	4.4%	44	3.8%	9	0.5%	1	8.7%	8	2.2%	2	8.5%	5	11.1%	9	0.8%	0	1.8%	2	6.4%	8
Better maintenance / cleanliness	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Better quality shops	1.9%	19	2.4%	6	0.6%	1	0.0%	0	0.9%	1	0.9%	1	5.1%	4	0.0%	0	0.0%	0	5.6%	7
Cheaper parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services / public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	0.8%	8	0.2%	1	0.5%	1	0.0%	0	0.7%	1	2.0%	1	6.1%	5	0.0%	0	0.0%	0	0.0%	0
More food supermarkets	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to get to / better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer environment / more attractive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, bins, benches etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	82.5%	828	85.7%	202	92.5%	153	74.1%	66	89.0%	76	72.2%	46	66.9%	55	75.2%	50	92.7%	87	76.7%	91
(Don't know)	10.6%	106	7.6%	18	6.4%	11	17.1%	15	6.5%	6	4.6%	3	14.6%	12	24.1%	16	5.6%	5	16.9%	20
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q28 What if anything would make you shop more often in Wincanton? [MR]																				
Better choice of clothing shops	0.7%	7	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better choice of shops in general	7.2%	72	1.7%	4	26.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	10	12.6%	15
Better maintenance / cleanliness	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better quality shops	1.9%	19	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	11.2%	13
Cheaper parking	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services / public transport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More food supermarkets	0.4%	4	0.0%	0	1.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More large shops	0.5%	5	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More security / better personal safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to get to / better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.7%	7	2.6%	6	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer environment / more attractive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities / facilities	0.7%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, bins, benches etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	82.0%	823	92.1%	218	62.0%	103	90.8%	81	89.4%	77	94.1%	60	78.4%	65	72.4%	48	81.7%	77	79.4%	95
(Don't know)	8.0%	80	3.5%	8	1.4%	2	8.6%	8	10.6%	9	5.2%	3	21.6%	18	27.6%	18	4.1%	4	8.0%	10
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q29 Do you or your family do any of the following leisure activities? [MR/PR]																				
Cinema	59.7%	599	71.7%	169	53.3%	88	62.4%	56	62.3%	53	48.7%	31	55.4%	46	51.5%	34	48.8%	46	63.3%	75
Theatre	35.3%	354	38.3%	90	37.9%	63	28.9%	26	36.4%	31	48.5%	31	32.8%	27	30.6%	20	25.3%	24	34.9%	42
Pub / bar	51.3%	514	58.8%	139	47.0%	78	52.9%	47	54.2%	46	54.2%	35	46.9%	39	44.3%	29	40.3%	38	53.1%	63
Restaurant	62.2%	624	78.3%	185	52.6%	87	58.5%	52	79.2%	68	59.0%	38	54.6%	45	59.8%	39	51.6%	48	51.1%	61
Nightclub	10.8%	109	17.3%	41	9.7%	16	18.9%	17	7.1%	6	6.2%	4	10.1%	8	7.3%	5	0.9%	1	9.1%	11
Bingo	2.4%	24	0.8%	2	2.0%	3	1.2%	1	5.2%	4	8.8%	6	4.1%	3	4.6%	3	0.0%	0	1.2%	1
Health & fitness club	25.5%	255	32.5%	77	23.2%	38	40.3%	36	21.9%	19	20.8%	13	23.2%	19	14.5%	10	24.4%	23	17.3%	21
Tenpin bowling	22.7%	227	31.5%	74	15.4%	25	15.7%	14	25.9%	22	26.3%	17	33.2%	28	14.9%	10	12.9%	12	21.0%	25
(None of these)	14.1%	142	7.8%	18	16.9%	28	13.2%	12	10.9%	9	14.7%	9	18.4%	15	18.8%	12	18.4%	17	16.7%	20
Weighted base:		1003		236		166		89		86		64		83		66		94		119
Sample:		1003		180		120		101		100		100		101		100		101		100

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q30 Where did you or your family last visit the cinema?</b>										
<i>Those who go to the cinema at Q29</i>										
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Bridport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Chard	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	14.6%	88	19.6%	33	11.4%	10	0.0%	0	10.4%	6
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Gillingham	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lyme Regis	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Martock	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Salisbury	0.4%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
South Petherton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Street	2.2%	13	0.3%	1	0.0%	0	3.0%	2	0.0%	0
Taunton	9.0%	54	0.3%	1	0.0%	0	14.1%	8	6.1%	3
Wells	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Yeovil	65.2%	391	79.3%	134	72.5%	64	79.0%	44	77.7%	41
Taunton retail parks	2.0%	12	0.0%	0	0.0%	0	0.0%	0	27.5%	9
Yeo Leisure Park, Yeovil	1.7%	10	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Bourton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Burnham-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	2	0.5%	1	0.0%	0	1.0%	1	0.0%	0
Curry Rivel	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Horton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton-sub-Hamdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Oxford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / can't remember)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	599	169	88	56	53	31	46	34	46	75
Sample:	502	110	51	56	49	41	45	50	47	53

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
<b>Q31 Where did you or your family last visit the theatre?</b>																				
<i>Those who visit the theatre at Q29</i>																				
Bath	5.6%	20	0.6%	1	6.9%	4	4.9%	1	3.8%	1	3.6%	1	0.0%	0	2.5%	1	11.6%	3	19.4%	8
Bournemouth	0.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.5%	1	3.5%	1	0.0%	0
Bridgewater	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Bridport	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	3	0.0%	0	0.0%	0
Bristol	11.9%	42	3.8%	3	8.0%	5	14.1%	4	24.6%	8	41.8%	13	9.1%	2	0.0%	0	0.0%	0	16.7%	7
Clarks Factory Outlet Village, Street	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.6%	2	1.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.2%	4	3.0%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Exeter	0.9%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.1%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Poole	0.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Salisbury	0.7%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Shaftesbury	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
South Petherton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	7.4%	26	0.0%	0	0.0%	0	9.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.0%	23
Taunton	1.0%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	6.3%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Yeovil	50.2%	178	80.0%	72	52.6%	33	49.1%	13	43.2%	13	32.7%	10	51.1%	14	43.4%	9	57.2%	14	0.0%	0
Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	12.7%	45	9.6%	9	24.9%	16	11.3%	3	20.3%	6	0.0%	0	5.9%	2	24.9%	5	17.3%	4	1.7%	1
Norwich city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Torquay	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	12.9%	4	0.0%	0	0.0%	0	1.7%	1
Weighted base:		354		90		63		26		31		31		27		20		24		42
Sample:		360		76		38		41		37		40		32		37		26		33

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q32 Where did you or your family last visit a pub / bar?</b>										
<i>Those who go to a pubs / bars at Q29</i>										
Axminster	1.1%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bridport	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.8%	9	2.5%	3	1.0%	1	0.0%	0	0.0%	0
Bruton	0.9%	4	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Castle Cary	2.6%	13	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Chard	4.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	1.0%	5	0.0%	0	0.0%	0	11.2%	5	0.0%	0
Dorchester	1.4%	7	2.4%	3	1.0%	1	0.0%	0	0.0%	0
Exeter	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Gillingham	2.1%	11	0.0%	0	14.0%	11	0.0%	0	0.0%	0
Glastonbury	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langport	0.8%	4	0.0%	0	0.0%	0	5.9%	3	1.2%	1
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Martock	0.9%	4	0.0%	0	0.0%	0	8.1%	4	0.0%	0
Seaton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Shepton Mallet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	5.2%	27	0.8%	1	1.9%	2	0.0%	0	11.9%	6
Somerton	4.7%	24	0.0%	0	1.0%	1	46.4%	22	1.3%	1
South Petherton	2.8%	14	0.0%	0	0.0%	0	0.0%	0	30.9%	14
Street	5.8%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sturminster Newton	0.7%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Taunton	1.6%	8	0.4%	1	0.0%	0	0.0%	0	4.8%	2
Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.5%	2	1.4%	2	0.0%	0	0.0%	0	1.6%	1
Wincanton	5.6%	29	0.4%	1	35.0%	27	0.0%	0	0.0%	0
Yeovil	24.1%	124	77.4%	107	0.0%	0	14.6%	7	7.5%	3
Alhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashcott	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askerswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babcary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrington	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bourton	0.6%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Broadway	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Broadwindsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butleigh	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cattistock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Charlton Horethorne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chetnole	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0



South Somerset Household Survey  
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chiselborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curry Rivel	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drimpton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
East Coker	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Lambrook	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evercreech	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Hardington Mandeville	1.2%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Beauchamp	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henstridge	1.6%	8	0.0%	0	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higher Odcombe	1.1%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilchester	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury Episcopi	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Long Sutton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marston Manga	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Melbury Osmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Mere	0.5%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriott	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Misterton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montacute	0.2%	1	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mosterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Motcombe	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newquay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Perrott	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton-sub-Hamdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitney	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Podimore	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powerstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Queen Camel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cadbury	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Abbott	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Stoke-sub-Hamdon	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydling St. Nicholas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Uploders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
West Camel	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Pennard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Winfrith Newburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Winsham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Yarlington	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zeals	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	31	3.3%	5	2.0%	2	16.5%	8	0.0%	0	3.6%	1	8.7%	3	11.0%	3	19.7%	7	2.2%	1
Weighted base:		514		139		78		47		46		35		39		29		38		63
Sample:		496		93		64		50		57		56		41		43		41		51

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q33 Where did you or your family last visit a restaurant?</b>										
<i>Those who visit restaurants at Q29</i>										
Axminster	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.4%	3	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Beaminster	0.5%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bridgewater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	1.7%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bristol	1.4%	9	1.8%	3	0.0%	0	0.0%	0	1.5%	1
Bruton	0.8%	5	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Castle Cary	1.0%	7	0.3%	1	2.9%	3	4.9%	3	0.0%	0
Chard	3.1%	19	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Clarks Factory Outlet	0.6%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Village, Street										
Crewkerne	1.3%	8	1.5%	3	0.0%	0	0.0%	0	6.8%	5
Dorchester	3.9%	24	5.2%	10	0.0%	0	0.0%	0	2.8%	2
Exeter	1.0%	6	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Frome	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Gillingham	2.5%	16	0.0%	0	17.9%	16	0.0%	0	0.0%	0
Glastonbury	1.1%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ilminster	1.0%	6	0.0%	0	0.0%	0	1.1%	1	1.7%	1
Langport	0.7%	5	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Lyme Regis	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Martock	0.7%	5	0.3%	1	0.0%	0	2.4%	1	4.0%	3
Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Shaftesbury	0.4%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	4.4%	27	2.2%	4	2.0%	2	1.1%	1	1.7%	1
Somerton	1.9%	12	0.0%	0	0.9%	1	21.6%	11	0.0%	0
South Petherton	1.6%	10	0.0%	0	0.0%	0	0.0%	0	14.6%	10
Street	4.4%	27	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Taunton	6.7%	42	5.1%	9	0.0%	0	5.6%	3	5.7%	4
Wells	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.6%	4	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Wincanton	3.8%	24	3.3%	6	17.4%	15	0.0%	0	0.0%	0
Yeovil	37.3%	232	69.6%	129	24.2%	21	30.3%	16	43.5%	30
Yeo Leisure Park, Yeovil	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Amesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashcott	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrington	0.5%	3	0.4%	1	0.0%	0	1.1%	1	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bishopswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockenhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	3	0.3%	1	0.0%	0	1.0%	1	2.6%	2

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9
Charlton Horethorne	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilthorne Domer	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chiselborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Curry Rivel	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Donyatt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Dundee	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evercreech	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exmoor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch Beauchamp	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsdon	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Langport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Leeds city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Liverpool	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Sutton	0.5%	3	0.3%	1	0.0%	0	1.0%	1	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lopen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maiden Newton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%
Mere	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Merriott	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Montacute	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Motcombe	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mudford	0.4%	2	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Perrott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norton-sub-Hamdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soho	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Ives	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Stoke St Gregory	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
West Coker	0.9%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Pennard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Westerham	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitstable	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne Minster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Winsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yarlington	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovilton	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zeals	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
(Don't know / can't remember)	4.9%	30	0.6%	1	8.7%	8	4.6%	2	3.1%	2	11.4%	4	5.9%	3	8.1%	3	11.5%	6	2.3%
Weighted base:		624		185		87		52		68		38		45		39		48	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Sample:	606	128		66		66		71		59		51		60		53		52		
<b>Q34 Where did you or your family last visit a nightclub?</b>																				
<i>Those who visit nightclubs at Q29</i>																				
Bath	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Bridgewater	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Bristol	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	1
Gillingham	0.7%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	14.2%	15	0.0%	0	0.0%	0	37.7%	6	0.0%	0	0.0%	0	100.0%	8	0.0%	0	0.0%	0	6.4%	1
Wells	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Weymouth	5.1%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0
Yeovil	71.1%	77	98.1%	40	90.4%	15	62.3%	11	90.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.6%	7
Plymouth	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.0%	2	0.0%	0	4.8%	1	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Weighted base:	109	41		16		17		6		4		8		5		1		11		
Sample:	34	11		4		5		2		1		2		1		1		7		

**Q35 Where did you or your family last go to play bingo?***Those who play bingo at Q29*

Bristol	6.1%	1	0.0%	0	23.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Chard	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	1	0.0%	0	0.0%	0	0.0%	0
Dorchester	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	1	0.0%	0	0.0%	0
Gillingham	3.1%	1	0.0%	0	22.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	2.3%	1	0.0%	0	0.0%	0	50.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	4.2%	1	0.0%	0	30.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	34.3%	8	0.0%	0	0.0%	0	0.0%	0	13.2%	1	92.5%	5	73.8%	2	0.0%	0	0.0%	0	0.0%	0
Weymouth	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	1	0.0%	0	0.0%	0
Yeovil	21.9%	5	70.1%	1	0.0%	0	0.0%	0	73.9%	3	0.0%	0	0.0%	0	22.1%	1	0.0%	0	0.0%	0
Misterton	2.4%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	13.4%	3	30.0%	1	23.3%	1	49.4%	1	0.0%	0	0.0%	0	0.0%	0	22.1%	1	0.0%	0	50.0%	1
Weighted base:		24		2		3		1		4		6		3		3		0		1
Sample:		29		3		4		2		4		5		4		5		0		2

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q36 Where did you or your family last go to a healthclub?</b>										
<i>Those who use a healthclub at Q29</i>										
Bridport	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	5.4%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Crewkerne	8.6%	22	0.0%	0	0.0%	0	14.6%	5	48.1%	9
Gillingham	3.7%	9	0.0%	0	24.3%	9	0.0%	0	0.0%	0
Glastonbury	1.9%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Ilminster	2.1%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	1
Langport	3.2%	8	0.0%	0	0.0%	0	22.9%	8	0.0%	0
Shaftesbury	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shepton Mallet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	8.9%	23	10.3%	8	0.0%	0	0.0%	0	0.0%	0
South Petherton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Street	3.8%	10	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Sturminster Newton	2.8%	7	0.0%	0	19.0%	7	0.0%	0	0.0%	0
Taunton	2.9%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wells	0.9%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wincanton	9.5%	24	7.3%	6	46.0%	18	0.0%	0	0.0%	0
Yeovil	30.2%	77	75.2%	58	0.0%	0	35.7%	13	12.2%	2
Barrington	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Mere	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Misterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Norton-sub-Hamdon	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Southampton	2.2%	6	7.3%	6	0.0%	0	0.0%	0	0.0%	0
Stoke-sub-Hamdon	2.2%	6	0.0%	0	0.0%	0	0.0%	0	29.4%	6
(Don't know / can't remember)	7.3%	19	0.0%	0	4.6%	2	17.6%	6	0.0%	0
Weighted base:	255	77	38	36	19	13	19	10	23	21
Sample:	184	41	24	22	16	16	14	14	21	16

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q37 Where did you or your family last go for tenpin bowling?</b>										
<i>Those who go tenpin bowling at Q29</i>										
Bridport	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martock	0.2%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Poole	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerton	0.3%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Street	0.3%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Taunton	21.1%	48	3.6%	3	3.0%	1	7.8%	1	2.6%	1
Warminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	65.9%	150	87.3%	65	80.1%	20	73.9%	10	97.4%	22
Heron Gate Retail Park, Taunton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park (Homebase, Oak Furnitureland, Halfords, Currys / PC World, Hobbycraft), Yeovil	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton retail parks	1.0%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	2
Yeo Leisure Park, Yeovil	2.2%	5	0.0%	0	16.9%	4	0.0%	0	0.0%	0
Southampton	2.4%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.5%	3	1.6%	1	0.0%	0	4.0%	1	0.0%	0
Weighted base:	227	74	25	14	22	17	28	10	12	25
Sample:	151	34	9	16	19	20	20	7	10	16

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

Total      Zone 1      Zone 2      Zone 3      Zone 4      Zone 5      Zone 6      Zone 7      Zone 8      Zone 9

Mean score, those who visit [Times a year]: Every week = 52, Every two weeks = 26, Every three weeks = 17.3, Monthly = 12, Every 2 - 3 months = 4.8, Every 4 - 5 months = 2.7, Once or twice a year = 1.5, Less often = 0.5

## Q38 How often do you visit the weekly market in Yeovil?

Every week	1.8%	18	2.5%	6	0.0%	0	0.0%	0	4.5%	4	0.9%	1	0.5%	0	0.8%	1	6.0%	6	0.8%	1
Every two weeks	0.5%	5	1.1%	3	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Every three weeks	0.7%	7	0.5%	1	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	3.5%	35	7.8%	18	1.9%	3	3.3%	3	3.8%	3	1.5%	1	0.0%	0	3.1%	2	5.0%	5	0.0%	0
Every 2 - 3 months	1.9%	19	3.8%	9	0.5%	1	0.0%	0	1.4%	1	0.6%	0	0.5%	0	2.8%	2	3.9%	4	1.8%	2
Every 4 - 5 months	0.6%	6	1.4%	3	0.6%	1	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Once or twice a year	2.7%	27	2.5%	6	0.5%	1	2.0%	2	3.4%	3	0.6%	0	6.1%	5	0.0%	0	2.9%	3	6.2%	7
Less often	3.1%	31	3.4%	8	2.6%	4	2.7%	2	4.3%	4	7.1%	5	0.7%	1	2.8%	2	3.0%	3	2.2%	3
Never	81.6%	819	71.0%	168	89.6%	148	89.3%	80	73.7%	63	84.9%	54	90.7%	75	87.2%	58	73.3%	69	87.3%	104
(Don't know / varies)	3.5%	36	6.0%	14	4.4%	7	2.1%	2	1.1%	1	2.8%	2	1.4%	1	3.3%	2	5.1%	5	1.0%	1
Mean:	11.92		12.60		4.71		5.27		17.52		7.32		5.00		9.75		18.38		6.77	
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

## Q39 Why don't you visit Yeovil market? [MR]

Those who do not visit Yeovil weekly market at Q38

Not convenient / too far from home	20.0%	163	17.1%	29	19.4%	29	27.2%	22	5.8%	4	16.7%	9	10.6%	8	33.9%	19	19.6%	14	29.3%	30
Availability of car parking	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.4%	2	0.0%	0
Better market elsewhere	3.5%	29	0.0%	0	3.6%	5	2.3%	2	2.7%	2	1.0%	1	0.8%	1	4.7%	3	10.9%	7	8.4%	9
Cost of car parking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	2	0.9%	1	0.0%	0	0.0%	0
Don't like markets	2.9%	24	2.3%	4	3.6%	5	0.9%	1	12.7%	8	1.8%	1	0.6%	0	2.7%	2	2.8%	2	0.7%	1
Poor choice of market stalls	2.7%	22	9.5%	16	0.5%	1	0.7%	1	3.9%	2	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.7%	1
Poor choice of stalls	3.1%	26	6.1%	10	5.9%	9	0.0%	0	3.3%	2	3.6%	2	0.0%	0	2.9%	2	0.0%	0	0.7%	1
Poor quality environment	0.9%	7	0.3%	1	0.0%	0	0.7%	1	3.0%	2	2.6%	1	0.6%	0	0.9%	1	1.6%	1	0.7%	1
Poor quality products	2.6%	22	5.7%	9	5.6%	8	0.7%	1	0.9%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1
Too expensive	2.5%	20	6.4%	11	5.9%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / don't have time	1.1%	9	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.4%	6
Market on at inconvenient times / during work hours	10.0%	82	24.0%	40	5.9%	9	9.1%	7	4.5%	3	1.5%	1	2.1%	2	2.0%	1	12.8%	9	9.8%	10
Don't like / go to Yeovil	1.7%	14	0.4%	1	1.0%	2	3.0%	2	0.9%	1	2.8%	2	4.7%	4	0.0%	0	0.0%	0	3.4%	4
Too busy / congested	0.8%	7	0.7%	1	0.0%	0	1.6%	1	1.8%	1	0.0%	0	2.7%	2	0.0%	0	1.6%	1	0.0%	0
Health issues	0.6%	5	1.6%	3	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	40.5%	332	30.4%	51	44.0%	65	44.9%	36	56.8%	36	54.7%	30	33.9%	25	47.4%	27	43.1%	30	30.5%	32
(Unware of it)	11.4%	93	5.3%	9	11.4%	17	7.4%	6	8.5%	5	13.8%	7	41.4%	31	4.7%	3	3.6%	2	11.9%	12
Weighted base:	819		168		148		80		63		54		75		58		69		104	
Sample:	816		118		106		86		78		87		93		86		74		88	



# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
<b>GEN Gender of respondent:</b>																				
Male	36.6%	367	35.1%	83	37.4%	62	41.4%	37	39.5%	34	31.3%	20	41.0%	34	34.6%	23	38.1%	36	32.9%	39
Female	63.4%	635	64.9%	153	62.6%	104	58.6%	52	60.5%	52	68.7%	44	59.0%	49	65.4%	43	61.9%	58	67.1%	80
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	
<b>AGE Could I ask how old you are please?</b>																				
18-24	14.6%	147	25.9%	61	22.0%	36	23.5%	21	12.9%	11	12.5%	8	5.1%	4	7.3%	5	0.0%	0	0.0%	0
25-34	8.0%	80	7.1%	17	13.2%	22	0.0%	0	0.0%	0	6.2%	4	15.2%	13	7.3%	5	0.0%	0	16.8%	20
35-44	19.4%	195	29.8%	70	10.7%	18	14.3%	13	22.0%	19	18.2%	12	29.7%	25	3.5%	2	4.1%	4	27.3%	33
45-54	18.2%	182	18.1%	43	15.0%	25	20.7%	19	26.8%	23	22.6%	14	11.6%	10	7.5%	5	28.0%	26	15.1%	18
55-64	14.9%	149	9.5%	22	17.1%	28	17.1%	15	10.7%	9	13.0%	8	14.8%	12	24.2%	16	24.6%	23	12.4%	15
65+	22.7%	227	8.8%	21	20.5%	34	21.2%	19	25.4%	22	26.5%	17	21.0%	17	46.3%	31	40.3%	38	24.4%	29
(Refused)	2.2%	22	0.8%	2	1.6%	3	3.1%	3	2.3%	2	1.1%	1	2.7%	2	3.8%	3	3.0%	3	4.0%	5
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	
<b>CAR Finally, how many cars are there normally available for use in the household?</b>																				
None	4.4%	44	5.8%	14	1.9%	3	3.3%	3	2.1%	2	7.7%	5	2.7%	2	6.4%	4	7.4%	7	3.5%	4
One	31.3%	314	27.0%	64	35.9%	59	21.6%	19	42.9%	37	33.8%	22	28.9%	24	34.6%	23	37.9%	36	25.7%	31
Two	39.1%	392	39.9%	94	38.8%	64	40.7%	36	37.5%	32	35.9%	23	49.0%	41	33.5%	22	37.6%	35	36.8%	44
Three or more	22.4%	224	24.3%	57	20.8%	34	32.3%	29	15.0%	13	22.0%	14	18.0%	15	21.4%	14	10.5%	10	31.4%	37
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.9%	29	3.0%	7	2.6%	4	2.1%	2	2.5%	2	0.6%	0	1.4%	1	4.1%	3	6.5%	6	2.6%	3
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	
<b>QUOTA Zone:</b>																				
Zone 1	23.6%	236	100.0%	236	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.5%	166	0.0%	0	100.0%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.9%	89	0.0%	0	0.0%	0	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.5%	86	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0
Zone 7	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0	0.0%	0
Zone 8	9.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94	0.0%	0
Zone 9	11.9%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	119
Weighted base:	1003		236		166		89		86		64		83		66		94		119	
Sample:	1003		180		120		101		100		100		101		100		101		100	

# South Somerset Household Survey for Nathaniel Lichfield & Partners

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>WARD Ward:</b>										
Brympton	1.8%	18	7.7%	18	0.0%	0	0.0%	0	0.0%	0
Camelot	1.2%	12	5.2%	12	0.0%	0	0.0%	0	0.0%	0
Coker	2.7%	27	11.4%	27	0.0%	0	0.0%	0	0.0%	0
Ivelchester	0.7%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
St Michael's	1.2%	12	5.2%	12	0.0%	0	0.0%	0	0.0%	0
Yeovil Central	3.4%	34	14.6%	34	0.0%	0	0.0%	0	0.0%	0
Yeovil East	3.9%	39	16.4%	39	0.0%	0	0.0%	0	0.0%	0
Yeovil South	2.8%	28	11.7%	28	0.0%	0	0.0%	0	0.0%	0
Yeovil West	2.7%	27	11.5%	27	0.0%	0	0.0%	0	0.0%	0
Yeovil Without	3.2%	32	13.4%	32	0.0%	0	0.0%	0	0.0%	0
Blackmoor Vale	3.0%	30	0.0%	0	18.1%	30	0.0%	0	0.0%	0
Bruton	0.9%	9	0.0%	0	5.2%	9	0.0%	0	0.0%	0
Cary	2.5%	25	0.0%	0	15.4%	25	0.0%	0	0.0%	0
Tower	1.4%	14	0.0%	0	8.2%	14	0.0%	0	0.0%	0
Wincanton	1.8%	18	0.0%	0	10.8%	18	0.0%	0	0.0%	0
Mere	0.6%	6	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Gillingham Rural	1.3%	13	0.0%	0	8.1%	13	0.0%	0	0.0%	0
Gillingham Town	2.9%	29	0.0%	0	17.5%	29	0.0%	0	0.0%	0
Motcombe & Bourton	2.2%	22	0.0%	0	13.1%	22	0.0%	0	0.0%	0
Curry Rivel	0.7%	7	0.0%	0	0.0%	0	7.4%	7	0.0%	0
Langport and Huish	0.7%	7	0.0%	0	0.0%	0	7.6%	7	0.0%	0
Martock	2.5%	25	0.0%	0	0.0%	0	27.5%	25	0.0%	0
Northstone	0.9%	9	0.0%	0	0.0%	0	10.4%	9	0.0%	0
Turn Hill	0.7%	7	0.0%	0	0.0%	0	7.6%	7	0.0%	0
Wessex	3.5%	35	0.0%	0	0.0%	0	39.5%	35	0.0%	0
Crewkerne	2.2%	22	0.0%	0	0.0%	0	26.0%	22	0.0%	0
Eggwood	0.6%	6	0.0%	0	0.0%	0	6.5%	6	0.0%	0
Hamdon	1.1%	11	0.0%	0	0.0%	0	13.2%	11	0.0%	0
Parrett	1.0%	10	0.0%	0	0.0%	0	11.5%	10	0.0%	0
South Petherton	3.7%	37	0.0%	0	0.0%	0	42.9%	37	0.0%	0
Burrow Hill	1.6%	16	0.0%	0	0.0%	0	0.0%	0	24.8%	16
Ilminster	2.1%	21	0.0%	0	0.0%	0	0.0%	0	32.2%	21
Islemoor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	8.5%	5
Neroche	1.4%	14	0.0%	0	0.0%	0	0.0%	0	22.1%	14
Windwhistle	0.8%	8	0.0%	0	0.0%	0	0.0%	0	12.4%	8
Yarty	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Blackdown	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Chard Avishayes	1.2%	12	0.0%	0	0.0%	0	0.0%	0	14.7%	12
Chard Combe	0.7%	7	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Chard Crimchard	0.7%	7	0.0%	0	0.0%	0	0.0%	0	9.0%	7
Chard Holyrood	0.9%	9	0.0%	0	0.0%	0	0.0%	0	11.3%	9
Chard Jocelyn	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.9%	6
Tatworth and Forton	3.3%	33	0.0%	0	0.0%	0	0.0%	0	39.5%	33
Beaminster	1.2%	12	0.0%	0	0.0%	0	0.0%	0	18.9%	12
Broadwindsor	1.4%	14	0.0%	0	0.0%	0	0.0%	0	20.7%	14

# South Somerset Household Survey for Nathaniel Lichfield & Partners

Weighted:

February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Frome Valley	0.9% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.5% 9	0.0% 0	0.0% 0
Netherbury	1.8% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	27.6% 18	0.0% 0	0.0% 0
Maiden Newton	1.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	19.3% 13	0.0% 0	0.0% 0
Milborne Port	0.8% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.2% 8	0.0% 0
Blackmore	0.7% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.0% 7	0.0% 0
Queen Thorne	0.3% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.5% 3	0.0% 0
Sherborne East	1.2% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.6% 12	0.0% 0
Sherborne West	2.9% 29	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	31.4% 29	0.0% 0
Yetminster & Cam Vale	3.5% 35	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	37.2% 35	0.0% 0
Butleigh and Baltonsborough	1.0% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.6% 10
Glastonbury St Benedict's	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 2
Glastonbury St Edmund's	0.9% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.8% 9
Glastonbury St John's	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 1
Glastonbury St Mary's	0.3% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.4% 3
Moor	0.4% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.1% 4
Street North	2.5% 25	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	21.2% 25
Street South	1.5% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.9% 15
Street West	1.0% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.8% 10
The Pennards and Ditchat	2.2% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.4% 22
East Polden	1.8% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	15.0% 18
Weighted base:	1003	236	166	89	86	64	83	66	94	119
Sample:	1003	180	120	101	100	100	101	100	101	100